

Rep Order# 6816902 Ver# 1 Status New
EC 1 N

Traffic Order# 770868

Printed: 05/18/2012 12:37 PM
Last Received: 05/18/2012 12:05 PM
Showing Buylines: All Lines

1 of 2

Station WUPW-TV TOLEDO, OH.
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS-B
Estimate# 583
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/583
Flight Dates 06/06/2012 - 06/12/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 1,560
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	10A-11A	MAURY POVICH	:60	\$100.00	06/07-06/07	1	1	1	\$100.00	
	2	F	10A-11A	MAURY POVICH	:60	\$100.00	06/08-06/08	1	1	1	\$100.00	
	3	W	3P-4P	PEOPLE'S COURT	:60	\$100.00	06/06-06/06	1	1	1	\$100.00	
	4	F	3P-4P	PEOPLE'S COURT	:60	\$100.00	06/08-06/08	1	1	1	\$100.00	
	5	TU	3P-4P	PEOPLE'S COURT	:60	\$100.00	06/12-06/12	1	1	1	\$100.00	
	6	F	10P-11P	FOX-NEWS AT 10<	:60	\$350.00	06/08-06/08	1	1	1	\$350.00	
	7	M	10P-11P	FOX-NEWS AT 10<	:60	\$350.00	06/11-06/11	1	1	1	\$350.00	
	8	W	11P-1130P	SEINFELD<	:60	\$120.00	06/06-06/06	1	1	1	\$120.00	
	9	F	11P-1130P	SEINFELD<	:60	\$120.00	06/08-06/08	1	1	1	\$120.00	
	10	TU	11P-1130P	SEINFELD<	:60	\$120.00	06/12-06/12	1	1	1	\$120.00	

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---REPORT TOTALS---

Report Totals: 10 / \$1,560.00

---SALES MONTHLY TOTALS---

Jun 12: 10 / \$1,560.00

Sales Totals: 10 / \$1,560.00

Station Totals: 10 / \$1,560.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$26,000	CATV	0%	WNGT	0%	WNWO	8%	WTOL	53%	WTVG	33%
		WUPW	6%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE